

October, 1960

the Canadian Realtor



The Case For Row Housing

page 4

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CANADIAN REALTOR — OCTOBER, 1960



★ "It is well for a man to respect his own vocation, whatever it is, and to think himself bound to uphold it and to claim for it the respect it deserves." — Charles Dickens.

★ In Editor's opinion—

★ BUILDERS NOT TO BLAME FOR ★ CANADA'S HOUSING CONDITION

- ★ We have heard and read many disparaging remarks cast upon our house building professions; particularly builders and contractors. It is about time someone came to their defence. The factor that seems to escape most critics is that builders are products of the times. The hungry maw of Canada's housing market inspired a certain class of men to enter this (hitherto) lucrative field. ★ Many of these, a few short years ago, didn't know one end of a hammer from the other. It would appear, considering the collective quality of our housing units, that these men and their more experienced, pre-war trained counterparts did a remarkably good job.
- ★ The building profession, or at least the builders and contractors themselves, are only partially responsible for the remarks so often heard. You've heard them: "Street after street of strawberry boxes." "Butter boxes and more butter boxes cluttering the scene."

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THE CASE FOR ROW HOUSING

by W. J. WHITE

WILL ROW HOUSING EVER
COME BACK?

YES SAYS THE AUTHOR!



It might be necessary to accept departure from orthodoxy of site planning and building forms in order to recapture some of the orthodoxy of the home idea. The row house gives all or nearly all the so-called privacy of suburban detached homes, with the addition of small-community parks created exclusively for row housing inhabitants.

QUOTE FROM "NEW FORMS OF FAMILY HOUSING" (SEE INSERT PAGE 5)

Up until just lately, row housing in North America has been a dirty word! We are not so sure it is unsullied even now — yet, if one traces the history of multiple housing of all sorts, there are few examples of dwellings that have gone so far to satisfy so many housing needs as the row house — with its latter refinements — the *Maisonette* and the *Garden Court* type dwelling.

Many years ago in England, Belgium, Holland, Switzerland — almost all of Europe and China too, the row house was accepted as an answer to the mass housing problem. Steps were taken to control the siting and general quality of such buildings. In America, in the early days, the row house was built and many good examples are still in use in such cities as Baltimore, Philadelphia, St. Louis and San Francisco. There then came a gradual change. The stately old home has

always been the symbol of elegance and wealth, but with the changing economic position of Mr. Average American, a yearning appeared to develop for the single family dwelling. Here in Canada somewhat the same condition existed. The earliest settled areas like the maritimes and Quebec had many forms of what we call low-density multiple housing. Indeed, it has always been a most acceptable form of housing in Quebec Province. Not so with Upper Canada and the West. True, a few examples exist in Toronto, Hamilton and Ottawa but these are in older areas where even the best homes of their day have long since deteriorated to slums. For this reason, it is not fair to use the old row housing as an example of what row housing can be — not any more fair than for us to say that because in the 1920's all roads were

dirt or cobblestones; that all roads are no good.

The row house is coming back, under the careful guidance of a swelling group of town planners and architects who recognize the fact that the municipalities just cannot go on with bungalows as before. Miles and miles of sewer pipes, roads and telephone lines? Ridiculous! Taxes will go so high for such maintenance that the average man cannot afford it. And to what end? Acres and acres of bungalows all the same? A veritable desert of bungalows. Do you know that in the last ten years, Canada has built over a million dwellings? According to the Royal Commission of Canadian Economic Prospects, by the end of the 1970's some 3,700,000 more homes would be added. This last figure, incidentally, represents about forty billion dollars worth of residential construction.

In saying the Row House is coming back, we do not mean to conjure a picture of the old straight street, all porches and stoops the same and all gables in mathematical precision — built in such a way that if you wish to mow the front lawn, you

must carry the lawn mower through the living room. Instead, examine some of the new row houses on the market. Belcourt and Blair's design in Don Mills, Ontario; Bert Stovel's in St. James, Manitoba; Fleiss and Murray's prize winning two-storey and split level designs near Don Mills, Toronto. And now — a combination of many — comes Eric Embacher's Garden Court with its tri-level design, carport and private patio built back to back and side by side. This pilot development is on Lawrence Ave. East, two blocks east of Markham Rd. in Scarborough.

For proof of the need of such housing and above all, proper siting, ask such experts in the field as C. E. Pratt, M.R.A.I.C. (member of the recent investigating committee for the R.A.I.C.); W. Wronski (Director, Etobicoke Planning Board); Mr. Rich, Assistant Director, Winnipeg Planning Board. Without exception, all professional planners will tell you that the preponderance of housing should be something between the bungalow and the apartment building. Above all, they stress the importance of siting, the use of imagination and skill in placing these dwellings in attractive groups, allowing for space, playgrounds and landscaping.

Low density multiple-housing fits into this category very neatly. On an average, the homes are sited at from 15 to 17 to the acre. Generally, the building does not use more than 25 per cent of this land, the balance being used for driveways, parks and playgrounds. With imaginative siting and good landscaping, you can see there will be community areas for all activities. The dwellings themselves tend to have the same floor areas as N.H.A.-type single family dwellings — some in split level and some in the more standard two floor — so that they make a good home in which to raise children. It is also easy to see that great savings in both construction and land can be affected in the row house. Most families can be closer to their economic means, employing this type.

Another great attribute to integrating this type of housing with other types is the effect it will have on the so-called "suburban sprawl" and the obvious reduction of "miles and miles of sewers".

As mentioned earlier, we are quite sure that a general awakening is taking place in the residential building world — that municipal planners are urging higher densities per acre and more attention being paid to pleasing plot plans.

At this point, there is one very important factor that must be dealt with and solved. On one hand, the planners are advocating a pleasing togetherness. On the other, the question arises

gage is paid off. It gives him a say or vote in the overall project — and, above all, he does not have to mow the lawn, carry out garbage, shovel snow or repair the roof.

Properly set up, the Co-op is the most perfect answer to multiple housing that we have seen to date. The following are the prime requisites to a good Co-op. Without these, we might as well forget the system.

1. Proper and experienced property management. The property manager must attend and act as secretary at all director's meetings — he must be prepared to head off personality clashes; know taxes and costs; shoulder hiring and

PICTORIAL BOOK OFFERED

An interesting pictorial brochure — with brief explanations of the study of horizontal multiple housing techniques — is offered for sale at a cost of \$6 per copy. These may be purchased by writing:

**THE CANADIAN HOUSING DESIGN COUNCIL,
OTTAWA, ONTARIO.**

Ask for: "New Forms of Family Housing" authored by J. A. Murray and Henry Fleiss.

(NOTE: Certified cheque or money order only should be sent.)

— who is going to make sure there is a good level of maintenance, that lawns are mowed, snow removed? If we are going to allow multiples to exist in what amounts to private parks of housing — to whom can we look to keep them from deteriorating long before their economic time?

Rental accommodation actually accomplishes this but, once again, a large percentage of the population prefers to have an equity in their residence. Further there are few investors who can own such tremendous amounts of real estate.

There is, though, a very simple answer — the Co-operative system of ownership. Co-op, if properly handled, gives the tenant an equity in the place he lives; an equity that increases over the years as the mort-

firing of maintenance personnel, and be able to present maintenance costs in an understandable manner.

2. A good understanding at the time of sale, of the rights and privileges of the shareholders/tenant — his duties and his obligation to other shareholders. It should be carefully explained that he can sell at any time — making a profit if the market is good — also that he must pay his agreed assessments or suffer the same consequences as non-payment of taxes or mortgages.
3. A well worded, strict but fair agreement between all parties. Any agreement that has not been well thought out or has loopholes

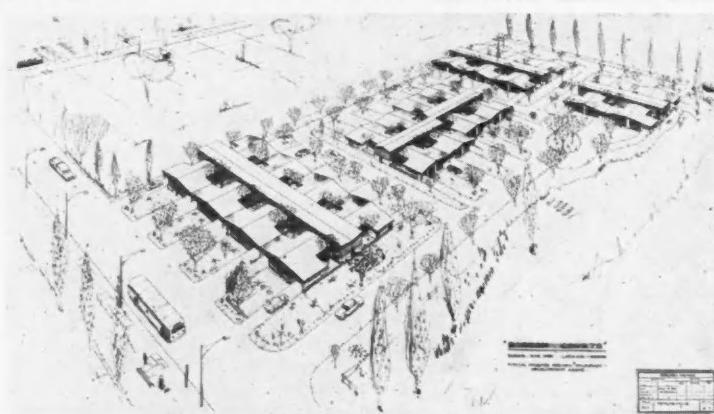
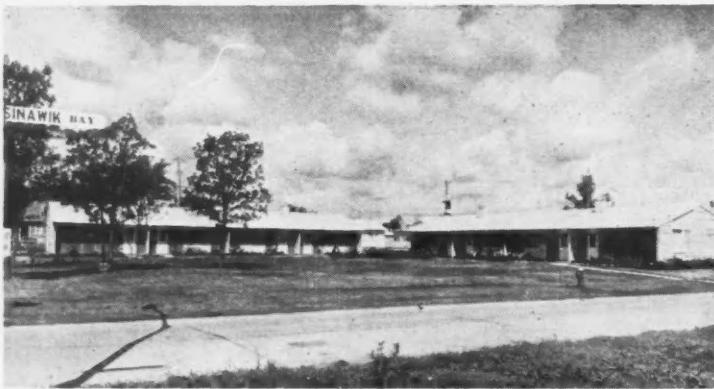
Continued on page 6

Bill White is Manager of the Shopping Centre and Garden Court Development branch of A. E. LePage Ltd., Toronto. He has been in the real estate business for seven years and with his present firm since 1955.

Mr. White was formerly one of Canada's world-famed bush pilots, flying out of Cartierville, Que. At the outbreak of war he joined the R.C.A.F. as pilot instructor. Later he transferred to the U.S. Navy as a carrier pilot. He has logged 8,000 F.H. during his flying career . . . this included a term with T.W.A. as commercial pilot.

As his subject suggests, Mr. White is vitally interested in row housing and his studies and research has now lead him to become one of Canada's better informed specialists.





TOP: Bert Stovell's single-storey design in suburban St. James, Winnipeg.
CENTRE: Eric Embacher's tri-level Garden Court Development in Scarborough, Ont.

BOTTOM: A perspective of the Garden Court Design showing 52 units located on small acreage, each with private court, driveway and plenty of parklands. (See "Garden Court Concept" in the February, 1960 Canadian Realtor.)

COVER PICTURE

The Fliess & Murray design built in South Hill Village near Don Mills, Ont., won the Massey Silver Medal in 1958. This design team also took a Canadian Housing Design Council award in 1959 with their Maisonneuve development in Scarborough, Ont.

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for either party will only cause bad feelings and discontent.

4. A definite undertaking through the Co-operative Corporation charter which insists that the limited company will be responsible for taxes, maintenance and obedience to the municipal by-laws. Also — that this will remain a co-operative almost into perpetuity. Since law requires an end date to any contract, a period like 25 to 45 years will usually satisfy municipal officials.

These are the bare bones of a co-operative agreement. For more detailed information, we suggest observation of some of the successful operations, some like Gene Lockhart of Toronto or Ponzo - Mackenzie, Toronto and Jamaica.

In conclusion, we would like to take a poke at that old saw which says "*Every man wants his little house on his little plot of ground!*" We have proved to our satisfaction by survey and poll that, given some of the amenities contained in the new type row house — amenities such as carports, private patios and pleasant landscaping — he does not mind being attached to another house. He also is very happy with that \$3,000 to \$5,000 saved below the market price for such a home.

KAMLOOPS INCORPORATES

Another step towards professional status was realized recently when the Kamloops and District Real Estate Board was advised that it had now become incorporated under the Societies Act in Victoria. The Local Board is composed of approximately forty Agents and Salesmen.

The Okanagan-Mainline Multiple Listing Service formed in March, 1959, has been a great success, and is enthusiastically supported by the members. The O.M.M.L.S. services an area from Kamloops south to the U.S. Border, taking in such cities and towns as Vernon, Kelowna, Penticton, Merritt and Osoyoos. We hope to be linked with the offices to the North in the near future, which will then extend to Williams Lake, giving the service a tremendous coverage over the central Interior of the Province.

In the first eight months, since the inception of O. K. Mainline Multiple Listing Service, just over \$2,600,000 worth of property was sold through Multiple Listing.

"MY MOST SUCCESSFUL SALE"

The four stories printed below were given honourable mention in the Canadian Realtor's "My Most Successful Sale" contest — the winners of which appeared in the September edition.

This author believes in the rhymning adage:

*Luck and pluck go hand in hand —
Luck is pluck's big brother;
Luck will never come alone
Unless you bring the other!*

I keep my little circumstance constantly before me for it points up the fact that effort and immediate action are the only criteria to success in the real estate field.

I was once canvassing an area in Kitchener for listings as well as looking for buyers. An enquiry at one house I visited told me that the young couple living on the second floor had decided to buy a house. They were not at home so I secured their name and phone number from the landlord.

That evening, the day before a holiday, I contacted them and arranged to show them a listing during the holiday afternoon.

The couple bought the house I showed them and the offer was accepted.

Later I found out that the young couple had an appointment with another salesman to see the very same house I had showed them and which they had bought.

If I had delayed my action until after the holiday I would have lost the sale.

Mel Smith,
Harold Alexander, Real Estate
Kitchener, Ont.

* * *

Most men will attest to the fact that the distaff side of the family sometimes come up with some surprising aid.

As evidence, how about the following:

For about three months last spring I had tried to get a listing on two fine building lots in Calgary. The task was difficult because the owner lived outside the province and was quite hard to deal with.

Glancing at the newspaper one Saturday afternoon, I noticed that the two lots were advertised and included the name of the hotel where the owner was staying.

I immediately contacted all my regular clients hoping to secure an offer before the vendor sold direct. My contacts were either out of town or not interested.

My wife in the meantime — sharing interest in my calls and reading the classified section at the same time — suddenly exclaimed, "I think I have a buyer for those lots." She had spotted an Ad under 'Lots Wanted To Buy' . . . someone was anxious to purchase two lots similar to those advertised in the other column.

Picking up the phone once more, I got in touch with the prospect, took him to see the two lots, secured an offer at the asking price plus my commission, went to the hotel and closed the deal!

Romain L. Klaasen
Brookman Real Estate Ltd.
Calgary, Alta.

(ED'S NOTE: Mr. Klaasen doesn't mention what his wife got for the tip!)

The author calls this his successful "Four In One Sale". In his footnote he suggests that salesmen should keep their eyes open and follow up every lead, no matter how small or abstract it may seem.

One bright afternoon I was returning to the office after an unsuccessful trip with a customer to whom I had showed a listing.

Driving down a street I noticed a small group of people examining the outside of a house. I stopped my car, got out and went over to them. Introducing myself I asked if they were in the market for the house. They said "Maybe not this one but we do want one similar."

The next day I showed them 3 houses, a poor one, another well over their heads financially, and the last one — the one I wanted to sell them. They signed for the latter, but unfortunately, because of sickness in the vendor's family, the deal fell through. Knowing that I had good clients, I sought out another listing, secured same took them to see it. I got a good offer.

It was about eleven in the evening when I went to the vendors to present the offer. A father and son jointly owned the house. They were having a party which they asked me to join. I did and it was four a.m. before I left, but not before I had the offer signed.

The vendor and son were so pleased with my efforts that they both bought a home through me.

That makes three deals. The fourth? A week or so later, the house I originally sold my first clients and which had fallen through, came back on the market again. The vendor called me up; I listed it and sold it a couple of weeks later, making it a "Four In One" deal.

I expect also to secure further business from these four happy groups of people who later, may wish to sell and relocate.

Joe Marsala
Mann & Martel, Realtors
Toronto

* * *

One often wonders whether there is such a thing as fate . . . some awesome force that commands our actions — makes us party to circumstance and dictates our actions so that, like pawns, we are influenced to act out a little drama, the fulfilment of which leaves us puzzled and probably a little startled.

Take for instance an episode that occurred last January. Pauline Smith, a saleswoman for H. R. Lenhardt, Realtor of Toronto had made an appointment to show a home to a Mrs. English.

The weather closed in and Miss Smith dialed her client's number with intentions of cancelling the appointment.

This is her tale:

A lady answered the phone and I asked her if she was Mrs. English. She said she was. I then introduced myself and said that I thought it best that we cancel the appointment because of the weather.

Continued on page 22



Mr. Clarkson graduated in law from McGill University in 1948 with first class honours — obtaining amongst other prizes the Elizabeth Torrance Gold Medal for highest standing. After study at the Sorbonne in Paris, he commenced the practice of law in Montreal in July, 1949 with Hugessen, Macklaier, Chisholm, Smith & Davis, and is a partner in that firm. In his practice Mr. Clarkson has largely specialized in real estate work. For the past year and a half he has also been a parttime lecturer in the Faculty of Law at McGill University.

Who Gets The Commission?

by
ROSS T.
CLARKSON

Under Quebec law, where there are two or more real estate brokers involved in a transaction, which one will be entitled to the commission payable upon consummation of the sale?

It is necessary at once to differentiate between the exclusive and non-exclusive agency. In the case of the former, the agent, acting under an exclusive mandate, is entitled to his commission even if the sale has resulted solely from the efforts of his principal or of another agent. It is in the case of the non-exclusive agency where problems may arise from conflicting claims of real estate brokers.

It is well established under the law of the Province of Quebec that a real estate broker or agent, acting under an ordinary or non-exclusive agency contract or mandate, has the right to his commission if he can show that he was the *effective cause* of the resulting sale. While the principle seems clear and simple, its application in practice presents difficulties particularly when more than one agent has contributed to effecting the sale between the vendor and the purchaser. Who has been the effective cause of the sale when several agents can show that the efforts of each of them contributed to bringing the parties together and producing a meeting of the minds?

Two decisions of the Quebec Superior Court and one of the Court of Appeal in recent years serve as interesting examples of the way

judges view the problems of conflict between agents claiming a commission on the same sale.

In one case, rendered in 1955, the facts were essentially as follows: A Mr. Robidoux gave to a firm of real estate brokers a non-exclusive mandate to sell his tavern. The firm advertised the property for sale in the newspapers and, during the course of the ensuing months, sent a number of letters to Robidoux giving him the names of all the persons to whom it had given information about the

mere fact that a real estate broker brings together a vendor and purchaser is not necessarily sufficient to permit him to receive the commission on the resulting sale; the broker must also show that *the sale has taken place because of his acts and efforts.*

* * *

It is interesting to compare this judgment with a somewhat earlier case involving a suit brought by a real estate agent who had been the first to exhibit the property for sale

Mr. Clarkson's article is divided into two parts — The second and final installment will appear next issue.

tavern; one of these, a Mr. Godine, eventually bought the property. It was brought out at the trial that the firm had not introduced Godine to Robidoux and indeed had done nothing subsequent to the writing of the letters. However, another agent had stepped in and negotiated the sale and the offers to purchase and sale had been made through him. After this agent received a commission on the sale the original brokers sued Robidoux for their commission.

The court strictly applied the "effective cause" test in rejecting the action. While admitting that the first agents had contributed something to the final result, it held that they had not been the real cause of the sale. In doing so the court stated that the

to the buyer. Apparently the two failed to agree on the question of a deposit and the agent took no further action. Approximately two months later a second agent, with whom the property was listed, revived the buyer's interest in the property and succeeded in bringing about the sale. Even though, by the time the action was brought, the vendor had already paid the second agent a commission on the sale price (but below the usual rate) the court held that as "the plaintiff was the primary means of bringing about the relation of buyer and seller" and that as this had resulted in the ultimate purchase, the plaintiff was entitled to some remuneration for his services which the court fixed arbitrarily at 50 per cent of the commission received by the

second agent. One has the impression here that, with considerations of simple equity in mind, the judge did not wish to apply the "effective cause" principle too rigorously.

* * * *

On the other hand, some years later in another case, the Quebec Court of Appeal rejected the claim of the first agent and awarded him nothing even though he had introduced to the owner of an apartment house the person who ultimately became the purchaser and had secured an offer to purchase which, while rejected at the time, contained the same price as that which formed the basis of the later sale. Here, as before, a second agent had appeared in the picture at a later date and had been successful in consummating the sale. However, in this case, the Court was at pains to point out that the first agent had been acting under a written exclusive mandate good for a specified time only and that this mandate had expired before the second agent brought the parties together. It reiterated a basic principle which must be borne in mind at all times when considering this subject: *no real estate agent can claim a commission unless he can prove his mandate, express or implied*. If, however, there is no mandate but an agent can nonetheless show that his efforts were instrumental in effecting the sale, the Court may be willing to grant him a monetary award to compensate him for his labour on a "quantum meruit" basis.

* * * *

Somewhat different facts are to be found in the case of *John Findlay Limited v. Golden*. Here, one Golden, desirous of selling his hotel, undertook to pay a 5 per cent commission to his agent, who resided in another area, if "a sale should be made to any parties sent here by you". The agent contacted a Mr. Lontas and gave him full particulars of the property and of his client's terms but he failed to get him to actually visit the premises. While the agents' authorization or mandate was still in force, Golden signed an exclusive agency contract with Mr. Herson who advertised the property for sale and also communicated with Lontas about it. Later, after Herson's mandate had

expired, Golden and Lontas entered into direct negotiations which resulted in a sale. The court maintained the action of the first agent for the full amount of his commission. It held that the intervention of Herson could not in any way alter the fact "that it was plaintiff who first introduced the property to the purchaser and first obtained his promise to go to St. John to look over the property". The fact that the sale was subsequently put through behind the back of the plaintiff did not deprive him of his right to a commission. The judgment made reference to the fact that Herson also sued for a commission and, while the report of that case is unfortunately not available, we are left with the inference that he was unsuccessful because he had apparently contributed nothing to bringing the parties together. ■

SALES RECORDS MUST BE KEPT

There is one luxury a company can't afford—a bad salesman.

That's the opinion of J. A. Lyone Heppner, divisional manager, Confederation Life Assn., Montreal.

A weak and inefficient sales staff should be fired, he said.

"If this includes older men who have served the company well they should be taken off sales," he said. "They are too expensive to have in the firing line."

Heppner said salesmen should be taught to keep better records.

Said Heppner: "The successful salesman has trained himself to do the things the unsuccessful salesman doesn't like to do."

BOOK REVIEW

Real estate is one field in which it is still possible to reap sizeable financial returns with a small investment and little risk, says Clyde T. Cadwallader, successful realtor, lawyer and author of "How to Make Money Speculating in Real Estate," just published by Prentice-Hall.

Cadwallader, who parlayed a \$200 initial investment into a private fortune, is convinced that a speculator can start with less than the cost of buying a second-hand car and amass large profits in a few years. The author cautions that he has no get-rich-quick scheme. He says that a person, using careful business sense and following seasoned advice, can find real estate speculation a rewarding experience.

To the newcomer, he says: "Do not invest a large amount of cash in speculative real estate. Start with a small investment and finance the expansion of your operations out of your profits," "Keep your first purchases small. Learn to creep before you try to walk."

In "How to Make Money Speculating in Real Estate," Cadwallader gives specific advice on situations likely to be met by the speculator. He tells how to buy and sell on credit, how speculative property demands management, how to buy and sell distressed property, how to buy land without a survey, how to buy county-owned land, and more. He illustrates his points by drawing upon his 30 years' experience in the field.

Cadwallader places special emphasis on the "imaginative vision" of the speculator. He also claims that real estate speculation has all the "thrills" of gambling, but that it is a calculated risk. "You must walk a tightrope between extreme caution, on the one hand, and recklessness on the other. Go just a little farther into debt than is safe. There is nothing like financial stringency to give you the incentive to make a greater sales effort."

Some other inside tips:

"The time to pick the best bargain is when the outlook is the most discouraging."

"... until you have reached a definite decision as to what you should do with your property, you should do nothing with it."

"It is better to make only such improvements as will point the way for your prospects. Let them take it from there."

"Dealing in land is a business that will repay a lifetime of study. It requires ... constant practice, and a great deal of patience."

The author, who teaches a real estate course at Canisius College in Buffalo, also has written "How to Buy Real Estate for Profit" and "How to Deal in Real Estate."



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THE APPRAISAL OF LAND FOR ASSESSMENT PURPOSES

By C. F. COLLINS, Winnipeg

In order that we might pursue the thoughts behind the title of this article, it might be advisable to outline the purpose and role of an assessor, especially as he functions in civic administration. This may seem elementary, but there is often confusion regarding the performance of this office.

First of all the assessor is an appraiser. He is required to evaluate all the real property within his jurisdiction and prepare and submit a Roll of those values — an Assessment Roll. The legislation by which he is guided, provides that he will make all necessary enquiries to enable him to place proper and equitable values on the Roll, and that this be done at regular intervals.

The Assessment Roll provides a means of distributing the tax burden equitably among all tax payers — the yardstick being the value of each person's property as it relates to the value of the city as a whole.

The Council decides how many tax dollars are required each year. The Assessment Roll provides for the equitable distribution of those tax dollars among the property owners of the city.

Having dealt with the assessor's function in life, permit me to deal a moment with the authority under which the assessor carries out his function. The Winnipeg Charter provides that authority, and is a part of the Statutes of Manitoba. For our purpose we need only deal with one section of the Charter, Section 282 which states:

"282" (1) *Land, as distinguished from the buildings thereon, shall be assessed at its value at the time of the assessment.*

(2) *In assessing land having buildings theron, the value of the land shall be set down in one column. In another column shall be set down the sum which shall represent two-thirds of the value of the buildings thereon. The value of the land and the said proportion of the value of the buildings shall together form the assessment in respect of the property.*

Having put you straight as to why we exist — the authority under which we act, and the basis on which

property is to be assessed, let us look at our subject for discussion, "*The Appraisal of Land for Assessment Purposes.*"

In the appraisal of land for assessment purposes the assessor, unlike the fee appraiser who may be valuing a single parcel, must widen his horizon, looking at not only each parcel, but each block and each area, to ensure equity between the values of all parcels within his jurisdiction.

To achieve this in the valuation of land, the assessor — broadly speaking, carries out two major steps or procedures in determining its value.

Sub-divided land, while usually uniform in size and shape when originally surveyed and sub-divided, is not necessarily developed or held in that way. Nor are all plans of sub-division identical. The appraiser must of course evaluate it as it exists at the time of the appraisal.

In the first step the assessor, to provide the uniformity and equity required of him, must make adjustments in some manner to recognize these variations of frontage, depth, shape, location, street and lane facilities and so on, that exist between parcels.

As most land in residential and commercially-developed areas are valued on a front-foot basis, the actual frontage or rectangular width can be used without adjustment.

However, I think everyone will agree that a parcel of greater depth than another will have a greater value. The assessor must recognize this. So that all parcels will be dealt with in a similar manner, he uses a table of depth factors which establish the relationship between parcels of varying depth and, consequently, value.

Lots irregular in shape present problems of a similar nature. They very often are most difficult for the assessor to adjust so that a fair value is determined which will relate equitably to a lot of more regular shape and proportion. Again tables are available to guide the assessor in his search for equity between parcels.

A piece of land not served by a lane, in an area where lanes are standard equipment, will usually have a lesser value than a similar one that is served by a lane. Con-

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Mr. Collins is a Member of the Appraisal Institute of Canada, Immediate Past President of the Association of Assessing Officers of Manitoba, and a former Commanding Officer of the Fort Garry Horse Regiment.

sequently some adjustment is necessary. A uniform method in dealing with situations of this kind is followed by the assessor.

In the valuation of commercial property—not industrial or residential—a location on or near the intersection of two streets has a distinct advantage over a similar sized parcel with an interior location. Therefore, *Corner Influence* factors are part of the equipment of the assessor. You may ask 'why not apply Corner Influence to industrial or residential land?' In the case of industrial land the value more often than not is in the *quantity* — area of the site — rather than in the *quality* — location. Industry, because of area requirements, locate on lower priced land, as opposed to commerce which requires the more prominent, higher valued location.

In a residential area, the added value of additional light, air and access of a corner location is very often nullified by the consequence of noise, traffic, and dust, to say nothing of possible added local improvement charges in such a location.

These are some of the conditions and circumstances which the assessor must recognize and reflect in his land values. He must do this in such a way that the value of all parcels of land will be based on the same fundamental principles and procedures.

TABLES & FORMULAE NEEDED

I know many appraisers decry the use of tables and formulae for the determining of land values. For fee appraisals I won't argue with them, but for the assessor who is required to determine values of land of all sizes, shapes and forms, not of one single site, but of hundreds and sometimes thousands of single sites — and all equitably related — there can be no other way.

I hasten to add that the assessor will not blindly and rigidly follow a set of rules, tables or formulae without regard for the final result. They are a means to an end, *not the end itself*. He must give consideration to all of the factors affecting the value of a parcel of land, and he must use good judgment in the application of the various tables and formulae provided as guides for him.

In the Winnipeg Assessment Department the foregoing adjustments — when necessary — are made to the land and result in what we term the *equivalent frontage*. In some assessment jurisdictions the adjustments are applied to the *front foot dollar rate*, in others, to either one or the other. Those of you who have had occasion to deal with the Winnipeg Assessment Department on land values, through enquiry or by way of appeal, know that we can make direct *front foot dollar* comparisons between lots, blocks, areas or districts. This is a distinct advantage over having to adjust your *front foot* rate for every parcel you wish to compare. It also has the advantage of economy of time and effort when land assessments are being revised. The dimensions of parcels of land change much less frequently than does the *front foot* rate, which is subject to many influences, such as changing local conditions, the national economy, and so on.

Having completed step one, that is, made adjustments for any of the many variations from the standard, we can proceed to the next step in the assessors appraisal process.

ADJUSTED FRONTAGE VALUES

We must now determine the front foot value of land which when applied to our adjusted frontage will produce the assessed value of the site. In this step the assessor follows very much the same procedures you do, except perhaps on a wider scale, dealing more often with city blocks rather than with single sites. This is particularly

true of residential areas. With commercial and industrial land, individual sites are very often dealt with as such.

He must do as you do, journey into the area with which his appraisal is concerned, and make an inspection of the site, block and area. He will note, as do you, the factors having an affect on value such as shopping facilities, transportation, schools, churches, playgrounds, parks, availability of land for sale and development, stage of development or decline of the district, local improvements installed, utilities available, zoning, etc. He will note any and all site and area factors which may have an influence on the value of the land.

SAME PROCEDURE

Having become familiar with the district and neighbourhood the assessor again proceeds as you do, gathering all possible data on sales of vacant land. These sales must be analyzed and adjusted for time, comparability and so on. One of our problems in land appraisal today in the City is the dearth of vacant land sales. As you know there is very little vacant land available for sale and development in the City, (either residential or commercial). In some areas of the City there just is no vacant land available, and in such areas particularly, other approaches must be pursued to arrive at some indication of land values.

MECHANICAL ANALYSIS

One of these is to study and analyze sales of improved property. The Department is in the position of being able to record and analyze sales of residential property by the thousands annually. This is possible because of the information received:—a copy of every title transfer, and with the mechanical means provided by the I.B.M. punch-card operation.

We carry out annually, Sales/Assessment Ratio studies on three to four thousand residential sales. Basically this shows us the market trend in relation to our assessed values. It is a signpost indicating in which direction we should go.

We carry out another procedure in this study of residential sales which will indicate to us the trend in land values. It does not provide an exact result, but a very strong indication of market development. I call it, loosely, for want of a better name, a *Land Residual procedure*, not because it resembles the Land Residual process commonly used in the appraisal process, but because it provides a residual value that can be attributed in large part to the land.

Very briefly, it works this way: We know the level of assessment in relation to market and cost. By converting the assessed value of the building to its 100 per cent value, and deducting that from the selling price, the residual may be said to be attributable to land. I hasten to add that this explanation is an oversimplification of the procedure. Consideration must be given to a number of factors which may be bound up in the selling price, such as contractor's profits, costs of financing, commissions, and so on. As I stated earlier, this procedure is carried out literally with thousands of sales annually, and by breaking the analysis down into areas, and by building age groups, on a mass scale, definite patterns develop, which can then be translated into front foot values. With actual vacant land sales asking prices, and the values and patterns developed from the study of improved property sales, spot values for sites or blocks can be established. With the knowledge gained by an on the ground inspection of a block or area, it is then possible to relate other front foot rates on a comparative basis.

Continued on page 23
— See Appraisal

LETTERS TO EDITOR

Dear Sir:

The Victoria Real Estate Board was somewhat surprised, and I can assure you, not pleased, particularly in the light of the recent C.A.R.E.B. Public Relations, to note that you saw fit to put our \$5,000 donation to the Victoria University Building Fund, in the bottom centre column of the 'joke' page.

Perhaps with the number of subscriptions and members of The Canadian Association of Real Estate Boards in British Columbia, and with the effort put forward in this province to foster professionalism and where education of all sorts is being pursued by our Associations with such vigor, a little more magnanimous gesture on your part could well have been considered in the publishing of this news item.

Yours faithfully,

THE VICTORIA REAL ESTATE BOARD,
P. D. P. Holmes, President.

Dear Sir:

I note that 40 N.H.A. housing unit loans were issued by our Canadian Banks in the first quarter of this year. I thought that banks had been forced to withdraw from the N.H.A. picture when the N.H.A. rate was increased to 6 1/4%. How come some 40-odd people were able to secure N.H.A. Bank loans?

T.T.L. — Toronto.

ED'S EXPLANATION: First off, our Chartered Canadian Banks were not forced to withdraw from N.H.A. lending. This was strictly a voluntary act instituted by the banks themselves. The statisticians probably concluded that there was too much money being invested in long-term loans. Banks are primarily interested in short to medium-term loans secured by other collateral than construction.

Secondly, although the N.H.A. Act has put a limit of 6 1/4% on government-guaranteed mortgages this does not mean that a bank, or any other approved money lender (insurance and trust companies), cannot lend at less than 6 1/4%. They can place mortgage funds at 3% if they wish. The latter is hardly likely however.

The 40 N.H.A. loans referred to as being issued this year by Canadian Banks were more than likely a prior-commitment to some builder or builders.

WE LIKE THIS ONE

A rumour has it that Pablo Picasso once spotted a burglar going through his possessions. The intruder got away but Picasso told police he remembered the man and could draw a sketch of him.

On the basis of Picasso's drawing the police arrested the minister of finance, a washing machine and the Eiffel Tower!

— "quote" in *Cornet magazine*



Complete floor available in Confederation Life Building

This modern building, with its enhancing landscape, combines dignity with elegance, comfort and convenience. All areas benefit equally from the openness and airiness of the plan, just as they do from the basic mechanical features that are built into the building — ample light, controlled comfort of all-season airconditioning and restful sound control.

Situated at the corner of Bloor Street East and Mount Pleasant Road, it affords easy access to all business and residential districts of Toronto by car, subway or other means of public transportation.

An entire floor of 21,660 square feet is now available for leasing with early possession. — It is presently divided into general offices, 35 private offices, conference room, rest room and mailing room by moveable metal partitions which permit maximum flexibility for replanning.

Supervised parking facilities are available.



Enquiries: REAL ESTATE DEPARTMENT

**CHARTERED TRUST
COMPANY**

34 KING ST. W., TORONTO EM. 8-7681

FULL COMMISSION to CO-OPERATING BROKERS

SOME FACTS ABOUT MEMBER BOARDS OF THE ONTARIO ASSOCIATION OF REAL ESTATE BOARDS

On the following pages you will find the results of a recent survey of all member boards of O.A.R.E.B. This is known as the Fact Finding Synopsis and is normally conducted once a year with the results of same being forwarded to all member boards for their information.

This year it was decided to publish the results of this survey in the Canadian Realtor to enable all members of the Ontario Association to compare their board's policies with those of other boards of similar size.

The Directors of the Ontario Association also felt that this material would be of interest to all members of C.A.R.E.B.

The following is an attempt to summarize as briefly as possible the results of the survey:

Incorporation

It is interesting to note that the majority of the 41 local Boards making up O.A.R.E.B. are now incorporated, with only 12 not holding a charter at the present and some of these presently in the process of securing same.

Population and Membership

The 41 boards service the needs of nearly 4,200,000 people with a total membership of 1,522 brokers and 5,252 salesmen; this would average out to 2,760 persons per broker-member or 620 persons per broker or salesman member.

14 Boards provide other forms of membership such as honorary, associate or non-resident categories. Only two boards do not make it mandatory for salesmen of broker-members to become members.

It should also be pointed out that O.A.R.E.B. has at the moment 92 Individual Active Members who operate outside the jurisdiction of a local board.

Co-Operative Listing Services

All member boards have some form of co-operative listing with 29 of these including a photograph. The matter of Co-Op initiation fees is discussed later in this summary.

Municipal Affairs

Only 26 boards indicated that they were active in the affairs of their municipality — five of these specified that their activity was very limited.

Examinations

10 boards require an examination for brokers and 14 require an examination for salesmen as a prerequisite of membership.

EXCLUSIVE TARIFFS

Residential

The residential commission rates vary from a low of 3.5% to a high of 5%. Two boards charge 3.5%, 20 charge 4%, two charge 4.5% and 17 charge 5%.

Commercial and Industrial

There is a larger variation in the commercial and industrial rates which range from 4% to 10%. Several boards make a reduction in the rate of commission if the sale price is over a certain limit (usually between \$20,000 and \$30,000), while the Hamilton board charges 4% for commercial and 5% for industrial.

CO-OP TARIFFS

Residential

The variation in residential co-op rates is from 5% to 7% with the large majority charging 5%. Seven boards charge 6% and three charge 7% with the remaining three charging 5.25%, 5.5% and 6.5%.

Commercial and Industrial

Again there is a larger variation in the commercial and industrial rates which range from 5% to 10% with 24 boards charging 7%. Some boards scale down the commission (as mentioned under Exclusive Tariffs above) when the selling price is over a certain limit. Hamilton again makes the differentiation by charging 5% on Commercial and 6.5% on industrial (with the provision that this is reduced to 5% on the balance if the value of the sale exceeds \$50,000.)

It is interesting to note that six boards have equalized their exclusive and co-operative residential tariffs and three of these have set a standard rate of 5% for resi-

Continued on page 22

O.A.R.E.B. FACT FINDING SYNOPSIS

	YEAR INCORPORATED	POPULATION IN THOUSANDS	BROKER MEMBERSHIP	SALESMAN MEMBERSHIP	OTHER MEMBERS	CO-OP SERVICE	PHOTO CO-OP	ACTIVE IN MUNICIPAL AFFAIRS	EXAM. REQUIRED FOR BROKERS	EXAM. REQUIRED FOR SALESMEN	COMP. MEMBERSHIP FOR ALL SALESMEN OF BROKER MEMBERS	EXCLUSIVE RESIDENTIAL TARIFF	RESIDENTIAL TARIFF	EXCLUSIVE COMMERCIAL TARIFF	INDUSTRIAL TARIFF
Board															
Barrie	1954	40	14	24	—	✓	No	No	No	Yes	4	5	5		
Belleville	1958	60	13	14	—	✓	✓	No	No	Yes	3.5	5	5		
Brampton	—	40	12	33	1	✓	No	No	No	Yes	5	6	5		
Brantford	1954	86	27	70	9	✓	✓	Yes	Yes	Yes	5	5	5		
Central St. Lawrence	—	35	11	26	—	✓	✓	Yes	No	Yes	4	5	5		
Chatham	1935	30	26	16	—	✓	✓	No	No	Yes	5	6	5		
Cornwall and District	1959	41	15	20	—	✓	✓	No	No	No	Yes	4	5	5	
Fort William	—	80	16	3	—	✓	✓	Yes	No	Yes	No	5	6	5	
Galt-Preston-Hespeler	1954	42	20	40	—	✓	✓	Some	No	No	Yes	5	5	5	
Greater Niagara	1954	65	20	39	—	✓	✓	No	Yes	Yes	Yes	5	5	5	
Guelph and District	1960	37	17	48	—	✓	✓	Yes	No	No	Yes	5	5	5	
Hamilton	1921	260	189	450	2	✓	✓	Yes	Yes	Yes	Yes	4	5	5	
Kingston	1955	45	20	56	3	✓	✓	Yes	No	Yes	Yes	4	5	5	
Kitchener-Waterloo	1954	100	40	136	1	✓	✓	Yes	Yes	Yes	Yes	5	5	5	
Lindsay-Kawartha-Haliburton	—	45	7	9	1	✓	✓	Some	No	No	Yes	5	5.25	10	
London	1954	160	64	230	12	✓	✓	—	Yes	Yes	Yes	4	5	5	
Nipissing	1957	50	14	36	—	✓	✓	Yes	Yes	Yes	Yes	4	5.5	5	
Oakville-Trafalgar	1956	40	12	42	—	✓	✓	No	No	No	Yes	5	5	5	
Orangeville	1958	10	6	18	—	✓	✓	Yes	No	No	Yes	5	5	5	
Orillia	1954	25	9	16	—	✓	No	Yes	No	No	Yes	4	5	5	
Oshawa and District	1959	60	39	91	—	✓	✓	Yes	No	No	Yes	4	5	5	
Ottawa	1921	250	74	337	11	✓	✓	Some	Yes	Yes	Yes	4.5	6	4.5	
Owen Sound	1960	60	13	18	—	✓	No	No	No	No	Yes	5	5	10	
Peterborough	1958	46	20	98	1	✓	✓	Yes	Yes	Yes	Yes	4.5	5.5	6	
Port Arthur	—	48	16	26	—	✓	No	No	No	No	No	5	6	5	
St. Catharines-Niagara	1955	100	48	96	1	✓	✓	Yes	No	No	Yes	4	5	5	
St. Thomas-Elgin	—	25	9	26	—	✓	No	Yes	No	No	Yes	4	5	5	
Sarnia-Lambton	1942	43	23	86	2	✓	✓	Some	No	No	Yes	4	5	5	
Sault Ste. Marie	1958	43	20	45	—	✓	✓	Yes	No	No	Yes	4	5	5	
Simcoe and District	—	25	18	28	2	✓	No	No	No	No	Yes	4	5	5	
South Essex	1959	—	6	5	—	✓	✓	No	No	No	No	5	7	5	
South Peel	1960	45	26	116	—	✓	✓	Yes	No	Yes	Yes	5	6	5	
Stratford	—	60	6	7	1	✓	No	Yes	No	No	Yes	4	5	7-10	
Sudbury	1951	100	23	33	—	✓	No	No	No	No	Yes	4	5	4	
Timmins	—	35	15	17	—	✓	No	Yes	No	No	Yes	5	6.5	5	
Toronto	1921	1,500	518	2,693	40	✓	✓	Yes	Yes	Yes	Yes	4	5	4	
Tri-county	1957	20	15	36	—	✓	No	No	No	No	Yes	4	5	5	
Welland and District	—	40	19	41	—	✓	✓	Yes	No	Yes	Yes	4	5	5	
Windsor	1918	250	43	79	—	✓	✓	Some	No	Yes	Yes	4	5	7	
Woodstock	—	75	8	19	—	✓	No	Yes	Yes	Yes	Yes	3.5	5	5	
York County	—	40	11	29	—	✓	✓	No	No	No	Yes	5	7	5	

*See summary for explanation

RESIDENTIAL TARIFF		EXCLUSIVE COMMERCIAL		CO-OP COMMERCIAL & INDUSTRIAL TARIFF		PERCENTAGE OF COMM. TO LISTING OFFICE RESIDENTIAL		PERCENTAGE OF COMM. TO LISTING OFFICE C. & I.		PERCENTAGE OF COMM. TO SELLING OFFICE RESIDENTIAL		PERCENTAGE OF COMM. TO SELLING OFFICE C. & I.		PERCENTAGE OF BROKERS IN AREA BOARD MEMBERS		NUMBER OF PAID STAFF		BOARD INITIATION FEE		CO-OP INITIATION FEE		YEARLY DUES BROKERS		YEARLY DUES SALESMEN		CO-OP SALES 1957 IN THOUSANDS OF DOLLARS		CO-OP SALES 1958 IN THOUSANDS OF DOLLARS		CO-OP SALES 1959 IN THOUSANDS OF DOLLARS		
5	5	7	.25	1.5	2	3.25	4.75	80	1 P.T.	\$ 500.	—	\$ 50.	\$15.	424	448	703																
5	5	7	.25	40	40	60	60	90	—	100.	—	40.	15.	—	—	—																
6	5	7	.25	2	2	3.75	4.75	90	1	250.	—	100.	20.	477	388	587																
5	5	7	.2	1.75	2.5	3.05	4.3	97	1	250.	—	50.	30.	2,701	3,386	2,970																
5	6	7	10	40	40	60	60	50	—	30.	—	30.	10.	—	—	349																
6	5	6	.25	2	2	4	4	90	1 P.T.	—	—	25.	15.	278	543	354																
5	5	7	.5	1.5	2.5	3	4	100	1	100.	—	32.50	15.	174	286	350																
6	5	6	.25	2.25	.2.25	3.5	3.5	85	—	100.	*	*	10.	603	965	1,391																
5	5	7	.5	1.5	1.5	3	5	100	1	B — 500. S — 200.	—	25.	10.	616	829	1,512																
5	5	5	.25	2.25	2.25	2.5	2.5	83	1 P.T.	B — 250. S — 25.	—	50.	25.	968	1,177	1,431																
5	5	5	2.5	27.5	27.5	60	60	77	1 P.T.	—	\$500.	25.	6.	593	973	1,111																
5	*	*	.17	2.21	C-2.21 I-3.01	2.62	C-2.62 I-3.32	95	11	*	—	40.	10.	43,929	41,637	43,067																
5	5	7	10	40	40	50	50	91	1	50.	—	35.	8.	562	803	967																
5	5	5	.25	1.75	35	3	60	88	2	1,000.	—	—	—	6,686	8,184	8,391																
5.25	10	10	.25	3	6	2	3.75	50	—	10.	—	15.	8.	—	—	—																
5	5	7	.25	1.25	1.75	3.5	5	86	5	1,000.	—	30.	10.	8,343	12,105	12,122																
5.5	5	7.5	10	63	63	27	27	99	1	—	*	30.	10.	574	106	1,151																
5	7	.25	2	2	3.75	4.75	80	1	450.	—	50.	10.	1,218	1,817	2,101																	
5	7	.5	2.5	2.5	4	4	50	1 P.T.	250.	—	50.	10.	—	162	194																	
5	5	7	.1	1.5	2	3.4	4.9	75	—	1,000.	—	27.50	12.	1,061	1,549	1,660																
5	5	7	.5	1.5	2	3	4.5	100	1 + 1 P.T.	500.	—	40.	15.	1,483	1,522	2,119																
6	4.5	6	.5	2.5	2.5	3	3	95	8	500.	—	40.	15.	18,826	21,058	24,086																
5	10	10	5	25	25	70	70	98	1	B — 500. S — 100.	—	25.	12.	—	—	542																
5.5	6	7.5	.5	40	40	60	60	98	1	*	—	40.	30.	944	2,488	2,820																
6	5	6	4	25	25	71	71	84	1 P.T.	—	200.	25.	5.	—	265	451																
5	5	7	*	1.5	2.5	3	3.5	91	1 + 1 P.T.	—	500.	*	*	575	2,014	3,181																
5	5	7	.5	1.5	2	1.5	2	65	1	35.	20.	35.	10.	—	—	—																
5	5	7	.25	1.25	1.75	3.5	5	87	1	B — 45. S — 10.	*	45.	10.	1,742	2,161	2,641																
5	5	8	.5	1.75	3	2.75	4.5	83	1 P.T.	*	—	10.	5.	338	313	451																
5	5	7	.5	1.5	2.25	3	4.25	87	1 P.T.	—	—	35.	10.	—	—	151																
7	5	7	.2	3	3	3.8	3.8	75	—	25.	—	25.	8.	—	—	—																
6	5	7	.25	2	2	3.75	4.75	90	1	450.	—	50.	10.	2,924	2,016	3,472																
5	7-10	7-10	.5	1.5	2.5-4.5	3	4-6	86	1 P.T.	—	—	40.	20.	—	164	—																
5	4	5	.5	1.5	1.5	3	3	90	1	200.	—	45.	10.	762	410	603																
6.5	5	6.5	.5	50	50	50	50	75	—	300.	—	30.	10.	—	—	—																
5	4	5	.17	1.83	1.83	3	3	53	45	500.	—	75.	15.	93,072	128,164	158,821																
5	5	7	.5	1.5	3	2.25	4.25	95	1 P.T.	25.	*	35.	10.	—	450	385																
5	5	7	.5	27.5	27.5	67.5	67.5	75	1	—	200.	30.	10.	496	609	777																
5	7	10	.2	2.4	4.9	2.4	4.9	75	1 P.T.	300.	—	37.50	8.	1,945	1,992	2,422																
5	7	7	.5	1	1.5	3.5	5	96	1 P.T.	B — 35. S — 10.	—	35.	10.	—	—	—																
7	5	7	.25	2.5	2.5	4.25	4.25	60	1 P.T.	100.	—	35.	7.	—	—	—																



MONTHLY CO-OP REVIEW

Co-op sales are holding the line remarkably well considering the imbalance of the new housing equilibrium. In fact, a check of the totals opposite will show a gain of \$10 millions over the same seven month period in 1959, which was also a record figure.

Although co-op sales are up, a slight increase in the sales to listing ratio is noticed. In 1959 (January to August) there were 70,905 listings of which 24,815 were sales — 34% ratio. In 1960, there were 72,860 listings of which 21,767 sold — 30% ratio.

The total co-op gain can only be attributed to a marked increase in re-sales or property other than new housing units, for housing starts are off 20% or more.

There are two more theories that could account for the \$10 million gain. (1) A greater drive made by sales personnel to place listings on co-op. (2) The added influx of marketable listings other than residential properties.

In any case, the future of multiple co-op listing services in Canada looks promising indeed.

The Eastern Ontario Photo Co-operative Listing System that went into effect August 1st. had its first sale September 13th. according to a telegram received from the president of the Central St. Lawrence Board, Pieter Toxopeus.

Boards belonging to the inter-board system are Kingston, Central St. Lawrence, Cornwall and Ottawa.

Although each board has its own co-operative listing service, the E.O.P.C.O.L.S. was formed to handle listings that might interest brokers and salesmen from other boards. Properties, such as hotels, motels, farms, orchards, tourist resorts etc.

According to Mr. Toxopeus, the new service should be of good value to all brokers in the area once the system becomes thoroughly operative.

Sales through the Multiple Listing Service of the Vancouver Real Estate Board reached their second highest monthly level this year and set a new all-time record for August, according to figures released by the Board.

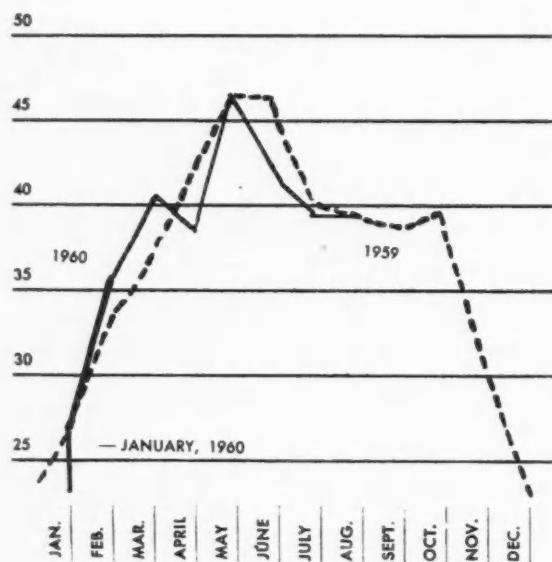
Property sales for August through MLS totalled \$3,823,052 — almost \$150,000 above the previous record for the month set last year. This is less than \$25,000 short of the March figure, highest for this year so far.

Sales for the year to date are now \$27,826,192 compared with \$28,818,546 for the first eight months in 1959. The increasing activity in the real estate market would indicate that sales will equal the \$41 million total achieved last year.

Sales of real estate through the Multiple Listing

millions
of dollars

CO-OP SALES GRAPH



Bureau of the Westminster County Real Estate Board for the 11-month period ending August 31 totalled \$6,852,878 — an increase of \$241,619 over the same period last year.

Total sales for the last fiscal year, ending September 30, 1959, were \$7,093,743. This figure is expected to be exceeded this year.

Since the beginning of the year, Central St. Lawrence Real Estate Board Photo Co-op has been rolling along to such an extent that by the end of August they had completed their goal of \$1,000,000 for 1960. As a result of this, they have set a new objective of \$1,500,000.

To larger Boards this news might not appear to be anything out of the ordinary, therefore it should be pointed out that the Central St. Lawrence Board only started Photo Co-op in July of 1959, and at that time had only 17 members.

This spring a number of Smith Falls brokers joined the Board, and, as of September 7th, Perth had also become part of the Board, resulting in an increased membership to 42.

A second Photo Co-op sales competition has begun, and a great deal of enthusiasm has been stirred up amongst the members. There are already indications that their new objective of \$1,500,000 may not be high enough. There are three prizes for the winners in this competition. The prizes are cheques in the amount of \$85.00 for each winner which will help defray their expenses at the Ontario Association Convention next February in Windsor.

MONTHLY CO-OP Statistics for August, 1960

Board Position Determined by Sales-Listing Ratio Year-to-Date	YEAR TO DATE COMPARISONS				MONTHLY COMPARISONS				Population in Thousands		
	GROSS SALES 1960	1959	Percent L or G	LISTINGS — SALES Listings 1960	No. Sales 1960	% Sales to Listings	GROSS SALES This Month	Same Month Last Year	LISTINGS — SALES Listings This Month	Sales This Month	% Sales to Listings
Bellevoile & District	683,050	204,700	234	136	61	45	74,600	29,400	15	7	47
Winnipeg	23,343,667	19,674,937	19	4,173	1,881	44	2,944,464	2,934,087	453	237	51
Orillia	1,274,842	1,061,153	20	348	148	43	188,750	185,000	46	23	50
Kingston	815,970	586,100	40	140	58	41	129,850	138,250	17	9	53
Kitchener-Waterloo	7,188,490	6,163,166	17	1,461	573	39	1,231,250	723,400	168	87	52
Galt-Preston-Hespeler	1,277,227	976,896	30	279	109	39	128,350	143,450	25	12	48
London	10,304,998	8,371,613	30	2,169	853	39	1,481,121	1,068,806	314	119	38
Fort William	759,870	945,610	19	246	89	36	209,870	79,600	40	24	60
Brantford	2,692,420	2,174,035	23	717	254	35	365,490	266,800	100	32	53
Sarnia-Lambton	2,137,650	1,771,904	20	442	157	35	182,050	151,700	43	16	37
Oshawa & District	1,996,456	1,458,965	37	494	173	35	256,740	312,615	54	24	48
Toronto	102,785,151	109,684,894	—	19,517	6,662	34	12,303,789	13,369,623	752	41	60
Hamilton	28,492,164	31,294,057	—10	6,421	2,199	34	3,605,054	3,426,587	777	281	36
Victoria	6,234,701	7,624,566	—18	1,923	635	33	865,720	1,068,709	83	34	137
Sault Ste. Marie	430,050	361,455	18	96	31	32	65,600	46,000	18	5	27
Ottawa	14,891,505	17,314,345	—14	2,531	786	31	2,527,800	2,612,336	304	138	45
Central St. Lawrence	1,000,150	67,100	1391	252	79	31	141,100	67,100	33	14	250
Regina	3,778,025	2,099,858	79	941	301	31	690,500	472,950	91	55	60
Windsor	2,318,571	1,537,620	51	751	226	30	356,450	274,500	82	32	39
Halifax-Dartmouth	706,550	1,154,450	—39	160	44	28	125,650	12,000	—	—	—
Chatham	356,400	219,632	63	106	30	28	125,650	16,671	65	9	56
Saskatoon	3,326,388	4,082,309	—18	1,243	352	28	681,588	504,271	19	38	87
Barrie & District	553,573	466,425	19	164	46	28	91,025	68,625	7	37	20
Montreal	22,251,947	19,878,998	11	3,642	986	27	2,846,726	1,818,750	445	123	27
Peterborough	1,659,451	1,921,875	—14	540	138	26	177,851	125,800	77	16	45
Simcoe & District	595,325	387,700	1,464	161	43	26	38,200	10,700	15	4	25
North Battleford	342,300	490,875	—30	162	42	25	—	—	—	—	—
South Peel	2,642,950	2,125,546	24	558	141	25	415,400	260,100	70	21	30
Calgary	14,970,924	16,948,709	—12	4,388	1,080	25	1,742,173	2,147,851	461	124	30
Owen Sound	3,422,250	5,811,595	—37	1,53	36	24	34,350	21,200	20	4	17
Lethbridge	626,556	813,828	—23	258	56	22	78,700	43,050	32	8	32
Vancouver	27,826,192	28,876,546	3	9,769	2,115	22	3,823,052	1,154,255	279	25	650
Port Arthur	384,660	415,550	—7	173	38	22	16,900	53,350	23	2	42
Tri-County	400,397	290,500	38	170	37	22	—	8,000	11	—	40
St. Catharines-Niagara	2,086,371	1,908,406	9	758	163	21	251,450	243,825	115	25	73
Central Alberta	326,395	393,888	—17	148	32	21	33,725	55,789	23	3	17
Okanagan-Mainline	2,705,533	1,564,620	72	1,149	233	20	380,053	137,980	30	22	60
Edmonton	7,065,911	7,040,167	—7	2,952	568	19	942,800	937,650	83	19	284
Westminster County	5,344,387	5,750,100	—3	3,208	533	17	667,888	1,054,226	342	70	21
Sudbury	349,414	409,030	34	167	28	17	75,123	105,000	26	6	63
Welland & District	483,875	574,195	15	249	48	15	101,350	138,925	35	12	40
Orangerville	44,900	139,100	—79	45	3	7	—	—	—	—	—
TOTALS	\$319,580,138	\$309,369,238	2	72,860	21,767	29.8	\$39,306,687	\$38,786,686	7,499	2,841	35

ABOUT**THE****AUTHOR**

Mr. Whynacht was born and educated in Lunenburg, N.S. where he attended Lunenburg Academy and the Maritime Business College. Joining the armed forces in 1939 as private he rose to rank of Major being decorated M.B.E.

At present he is a regional vice-president of C.A.R.E.B., also past president Halifax-Dartmouth Board, chairman of other committees and lecturer on a course sponsored by the local chapter Appraisal Institute of Canada.

Mr. Whynacht is a member of the first graduating class of C.I.R. and has since attained his membership.



Ethics From a Real Estate Salesman's Point of View

by C. F. WHYNACHT, F.R.I.

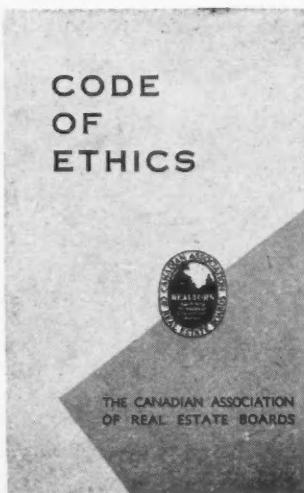
In its untiring efforts to raise the standard of the service to the public, organized real estate has perhaps worked harder, faced heavier odds, and achieved a greater measure of success than any other business or professional body in Canada. A comparison of the real estate business of today with the irresponsible activities of thirty years ago shows a striking improvement, and some members are sufficiently optimistic to suggest a trend to professionalism.

Fortunately, these achievements are receiving public recognition; the most gratifying and practical reward being a growing preference on the part of individuals to deal with board members when buying or selling real estate. This preference results from a demand for the type of service expected from brokers and salesmen whose board membership implies a high regard for integrity and adherence to rules of ethical conduct.

In order to retain this public acceptance, and further increase the prestige of the board member in his community, it must be realized that our program of self-improvement is a continuous process. It requires vigilant effort on the part of C.A.R.E.B. members at all levels.

The main objective is to maintain ethical real estate dealings. In this regard, we have the inspiration and guidance provided by the Code of Ethics, which clearly points out our responsibilities and prescribes the proper conduct to be followed in practically any situation. The Code of Ethics is clear, concise and complete. It should leave no doubts in the

mind of anyone who takes the time to read it. It has been adopted by C.A.R.E.B. for enforcement on a Board level—and the procedure is simple. But, no matter how clearly



the rules are set out, how vigorously the local board police their members, or how readily the brokers co-operate, the maintenance of the ethical practice of real estate will always rest mainly with the most important person in the business — The Real Estate Salesman.

Real Estate Brokerage is a service business, and service is our only commodity. It is not a product that can be put on display in a showroom, it does not acquire the durable reputation of a "brand name" identity, and its reputation cannot survive on past

performance alone. Real estate service is supplied by salesmen. To the public, the integrity of a real estate office can never be higher than the ethics displayed by the salesmen who represent it. The salesman, who normally is the only office contact with the client or customer, is a walking display, not only of the ethics of his own office, but of his real estate board, and the real estate business generally.

People do not deal in real estate every day, and, because of the importance of the transaction, the impression formed of the salesman is lasting. Every statement and every act by the salesman either promotes or damages the reputation of his firm. He can build public relations faster, and tear them down faster, than any other contributing factor. The salesman's conduct in his relations with the public will decide the success or failure of our attempt to further elevate the status of the real estate industry.

It is probably correct to say that a great majority of real estate salesmen, guided by their own moral principles, would conduct themselves honestly and ethically without reference to a Code of Ethics. But real estate selling presents ethical problems that could puzzle the most well-meaning individual, e.g. *When does healthy competition become an infringement on the rights of a competitor?* The Code of Ethics recognizes the three-way operation of real estate transactions — affecting three groups of people: (1) Clients. (2) The public (customers). (3) Brokers.

The articles emphasize the primary obligation to the client who engages us, but at the same time, makes it plain that the prospective purchaser is entitled to treatment affording him something more than "caveat emptor", (*let the buyer beware*).

The Code very clearly regulates our relations with other brokers and salesmen. This section is invaluable in avoiding unpleasant incidents between different offices. It is not intended to analyse, or even outline the Code of Ethics in this article. It was recently revised, is well written, conveniently bound, and available for all members.

There is no real estate salesman, regardless how successful or honourable he may be, who cannot improve himself by a careful study and frequent review of the Code of Ethics. Adherence to the rules of conduct is compulsory — enthusiastic acceptance of the spirit in which they were written is evidence of a willingness to share in the responsibility which ensures the integrity and dignity of the real estate business.

SHADY OPERATORS

Some cynics might point out that a number of real estate operators appear to be prospering while completely ignoring ethics and engaging in doubtful practices. It is an unfortunate truth that there are usually a few individuals who invade the business, refuse to abide by the rules, and appear to make a lot of money. But anyone who has been in the real estate business for any length of time has watched these "fast buck artists" come and go. He knows that such operations only contribute to their own rapid demise. They pass from the scene as soon as their reputation catches up with them. Unfortunately, some licensing laws are not strong enough to prevent the entry of such people into the business, or to curtail their marginal activities. This is one good reason for real estate boards, as self-policing bodies, to fearlessly enforce ethical conduct and show the public that board membership is indicative of a high standard of practice.

For the real estate salesman, the Code of Ethics can be more than a list of rules. It can be a course in salesmanship that could pay big dividends. The really successful salesmen are those whose sincerity and integrity merit the confidence of both buyer and seller. These are the durable salesmen who have built up their own clientele, who are asked for by name, and who enjoy consistently high earnings. Any salesman who aspires to achieve a similar standing must gain a reputation for diligence, square dealing, knowledge and unselfish service. It is impossible

to conscientiously follow the Code of Ethics without exhibiting these qualities.

When these traits are evident to the public, the salesman is building good-will for his office, prestige for his real estate board, and a foundation for unlimited personal success in the real estate business.

Montreal To Be Rejuvenated

The City of Montreal is finding itself being pleasantly gobble up by huge redevelopment schemes in the downtown areas. The core has already felt the impact of the multi-million dollar Place Ville Marie project that has levelled several acres of degenerated buildings.

Council was met with a further plan to redevelop 1.1 million square feet in an area bounded by Sherbrooke, Bleury, St. Catherine and Union Streets.

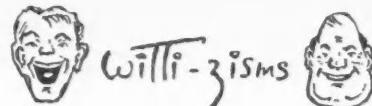
Detailed plans for rejuvenation of the mid-town shopping area — featuring an initial multi-storey, multi-purpose building housing a 450-room hotel and a 1,200-car parking garage, and providing for a major boulevard linking the downtown financial district with the Park-Pine interchange were submitted to council in July by J. Bartlett Morgan, President of the Departmental store chain, Henry Morgan & Company. Mr. Morgan claims that the completion of the project will result in the increase of property taxes "to ten times that being paid now" besides an estimated flow of \$272,000 in sales taxes expected.

Careful planning of roads and boulevards will give the city a modern traffic artery and adequate provision for mass transit to and from the area.

Commenting on the Morgan plan, Col. S. H. Bingham, New York, consulting engineer, said such a project would assure the future of downtown Montreal — "a rebirth into a beautiful, progressive, thriving centre serving the new and larger requirements and fit for the greatest city in Canada."

• a woman with a small dog on a leash met up with a man waiting to cross an intersection. The dog began exploring the chap's legs. He kept edging away. This provoked the lady who said sternly, "My itsy bitsy dog won't bite you!"

"I'm not afraid of him biting" rejoined the man, "your dog keeps lifting his leg and I think he's going to kick me."



WORSEN YOUR WORD KNOWLEDGE

Psychologists claim that most successful men have a vocabulary of 10,000 words or more. Confound your friends and floor your enemies by increasing your word power. For instance, if there is a lull in a conversation, start the ball rolling by asking your friends if they know what a demi-semiquaver is. They will be impressed by your obvious intelligence.

1. DEMI-SEMIQUAVER: (a) a musical instrument for a small child (b) forceps used in an esophagotomy (c) one half of a semi-quaver
2. DERMATOGEN: (a) something to do with the epidermis (b) found in a leading toothpaste (c) the nucleus of a vesicular body.
3. DISJUNCT: (a) dilapidated railroad station (b) to pull apart (c) poorly drawn offer of purchase.
4. STEREOMETRY: (a) art of measuring solid bodies (b) examination for crossed eyes (c) theatre visual equipment.
5. SUBAXILLARY: (a) A part somewhere under your arm (b) a private in the German army (c) spare subway station.
6. PHORMINX: (a) an ancient Grecian lyre (b) boy-crazy (c) mutated mink.
7. PUZZOLANA: (a) same as puzzolite (b) new kind of Italian dish (c) egymatical movie actress.
8. SCORODITE: (a) one who scorns (b) garlic smelling stuff (c) one who eats spaghetti.
9. STODGE: (a) obese person (b) an old Chrysler product (c) the act of eating spaghetti.
10. TRANSGANGETIC: (a) a new arrival on the other side of the river Ganges (b) preliminaries to a gang war (c) an ex-mafia committeeman (who is now dead).
11. UNCTUOUS: (a) a sore uncle (b) feel like clobbering someone (c) a greasy feeling.
12. PROCELEUSMATIC: (a) rocks in your head (b) animating (c) a machine for processing loose scallops.

See answers on page 26

The annoying presentation of some T.V. commercials have prompted several wags to quip:

ABOUT TOOTHPASTE — "The television drama I'm waiting for" says a desperate man, "is the evening when the decay germs rally and beat the heck out of toothpaste. What a show that'll be!"

Another story about toothpaste commercials goes like this:

RUMOUR — "A new toothpaste with food particles will soon be introduced — for people who can't eat between brushings."



CALGARY

The Calgary Board will honour all licensed graduates from any year of the C.I.R. course by awarding scholarships for first and second year students and cash remuneration as recognition for successful third (final) year students.

Awards will be given as follows: First and second year licensed students will be given \$25.00 for a complete pass and \$50.00 for passing with honours (Frank Johns, Executive Secretary of the board, who is also taking the course and is now preparing for the final year, was the only Calgary student who received honours. As Mr. Johns is not licensed he is not eligible for scholarship).

Third year students will be awarded \$50.00 for a complete pass and \$100.00 for an honour grade.

Further awards will be given any Calgary student that tops the national student body in any subject written in any year. This will be in the form of a framed certificate.

Framed certificates and a cheque for \$50 will also be given to the top Calgary student in each of the three years.

LETHBRIDGE

A brief prepared in 1958 and sent to the Lethbridge city council not only got the Lethbridge Real Estate Board out of a contentious situation, but also thoroughly vindicated them.

Council had either attempted to lay blame on members of the board for loss of property values resulting from a proposed highway bypass route, or had failed to correct this detrimental rumour.

To combat the bad publicity and, at the same time present a strong rebuttal, the board issued a statement as follows:

"At the city council meeting this week some aldermen were reported to have said that real estate agents misrepresented to their clients the fact that a by-pass road was planned along the southwestern edge of the city. The inference was that they withheld that information and suggested the road would be only a scenic drive.

"We would draw to public attention section 2 of our brief to city council on December 8, 1958, at the time the Interim Development Board was being set up:

"We are concerned about the primary highway connection shown on the guide map, running from 24th Ave. S., along the western part of the city to 2nd St. and 1st Ave. S. It is felt that this could become a main highway access and the resulting heavy traffic would be detrimental to residential property values along the route."

"In other words, we are being accused by city council of aggravating something we tried to forestall and prevent."

SASKATOON

The Saskatoon Real Estate Board has compiled, copyrighted and published the province's first educational manual for real estate salesmen.

The aim of the educational training program is to provide real estate salesmen with a comprehensive course of study that will enable them to deal more efficiently with the public.

The manual, just printed, is a 97-page study of such matters as the realtors code of ethics, the Real Estate Licensing Act, law of contracts, legal forms, financing and qualities of a good salesman.

The training program is compulsory for membership in the Saskatoon Real Estate Board.

Ron Klomies is chairman of the SREB's education committee which drafted the manual.

Wm. King, Executive Secretary of the board says that copies will be available for other provincial boards who may wish to study its implementation for their own use.

* * *

Mr. King was recently awarded a diploma in an advanced course in real estate board and association administration, by attendance to a seminar held in Chicago in May, 1960. The course was sponsored and conducted by the National Association of Real Estate Boards.

REGINA - SASK.

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V.R.E.B. Awards 2 Province Reporters



Vancouver Province reporters Pat Carney (left) and Wilf Bennett (right) were winners of the Vancouver Real Estate Board's annual awards for "responsible real estate reporting". Making the presentation at the Board's fourth annual "One-Hole Golf Tournament and Dinner for the Working Press and Radio" was vice-president and chairman of the public relations committee, John P. Roberts.

Miss Carney, a business page reporter with the Province, won her award for consistently fair and accurate reporting of real estate news. She was presented with an engraved silver bowl.

Mr. Bennett was awarded a decanter with engraved collar tag for the biggest real estate story of the year — dealing with the listing of the million acre, \$2,500,000 Chilco Ranch near Kamloops, B.C., on the B.C. Multiple Listing Service. Tied in with the story of the ranch listing was a full human interest story on the type and scope of listings carried by B.C.M.L.S.

The story was subsequently reprinted all over North America and created unprecedented interest both in B.C.M.L.S. and in multiple listing as a real estate technique.

The press dinner, an exclusive event rigidly controlled by the Board's public relations committee, was inaugurated four years ago as part of a programme to improve press relations. Attendance at the dinner is limited to approximately 40. This year it was held at the Royal Vancouver Yacht Club.



Husband and Wife Top Listing Team

A husband and wife engaged in real estate in Vancouver's North Shore districts have got the office staff at the Board's headquarters in a minor tizzy trying to keep track of who's who.

It all started in August with the tabulation of the Multiple Listing Service monthly competition figures. Among the winners in the category for listings (sold) was Mrs. Helen Carmichael of Slinger Realty Ltd., West Vancouver. Four of Mrs. Carmichael's listings had been sold through the service during August for a total of \$52,900.

Meanwhile, back in the sales section of the contest, Jack A. Carmichael of David Nicol Realty, North Vancouver, was doing pretty well, too. He sold four properties during the month totalling \$46,700 and also finished among the top five in his category for the month.

No, Mr. Carmichael did not sell Mrs. Carmichael's listings. They worked entirely independently and all eight were completely different properties. But it all took a fair amount of explaining as they and eight other winners sat down to dinner at the VREB's monthly MLS winners banquet in the Astor Hotel in early September.

The same twosome also got involved in the Board's golf tournament. Result: they turned in the best score for a husband and wife team in the tournament and picked up a special prize. Mr. Carmichael grossed 89 while the distaff side was only one stroke behind the women's champion with a 91 gross.

O.A.R.E.B. SYNOPSIS

Continued from page 13

dential, commercial and industrial on either an exclusive or co-operative basis. Also, many boards indicated that builders' houses are sold at a lower commission rate although a question on this point was not included in the questionnaire.

Fees payable to a board on a sale

You will note from the following pages that these are calculated in many different ways. In some cases the fee is deducted prior to the split between the listing and selling office. In others it is paid by either the listing or selling office from their portion of the commission. The range would appear to be from a low of .1% to a high of 1% with the majority charging either .25% or .5%. The fee for the St. Catharines-Niagara Board is .5% on a residential sale and 1% on a commercial or industrial sale.

Members versus Non-Members

The survey indicates that for the most part, the large majority of brokers in board areas are members with the average percentage being 83%.

Salaried Staff

102 persons are employed on a salaried basis by the member boards of the Ontario Association, including 15 on a part-time basis.

Board Initiation Fees

Initiation fees range from no fee (eight boards) to \$1,000 (five boards). The remainder are grouped as follows:

\$100 or less — 12 boards
\$100 - \$200 — 2 boards
\$200 - \$500 — 14 boards

Four boards also charge salesmen members initiation fees and these vary from \$10 to \$200.

Both the Hamilton and Peterborough boards whose initiation fees are \$1,000, make a reduction for the salesman member who becomes a broker and applies for membership. As an example—the Hamilton Board credits the salesman member with \$150 for each of the 1st, 2nd and 3rd years and \$250 for the 4th year of service as an active associate member. A salesman with four years service would pay an initiation fee of \$300 when he becomes an active member.

The Sault Ste. Marie board charges \$200 including all active listings at time of joining and \$150 if only subsequent listings are included.

Co-Op Initiation Fees

Nine boards charge an initiation fee for their co-operative listing service and we have itemized these below:

Fort William makes a charge in addition to the regular initiation fee, for a share of the assets of the co-operative listing system.

Guelph and St. Catharines-Niagara charge \$500; Welland and Port Arthur charge \$200, with no board initiation fee. Nipissing charges \$5 per active listing at the time of joining.

In addition to the board's initiation fee—St. Thomas charges a flat \$20 fee and Tri-County charges \$1 per active listing.

Sarnia-Lambton charges a fee of \$500 to their members in addition to their board initiation fee and allow non-members to participate in their co-op for a fee of \$1,000.

Brokers' Annual Dues

These range from \$10 to \$100 with the average being \$36.

Kitchener-Waterloo has dispensed with their annual fee for the past two years and St. Catharines-Niagara charges \$10 for co-op participation in addition to their board membership fee of \$30.

Fort William charges \$27.50 for a small office and \$35 for a large office.

Salesmen's Annual Dues

These range from \$5 to \$30 with the average being \$12. Again, Kitchener-Waterloo has dispensed with annual fees as outlined above. St. Catharines-Niagara, in addition to their board membership fee of \$10 charges \$5 for co-op participation.

Some boards include the price of their meeting tickets in the annual dues for both brokers and salesmen.

Co-Op Sales Volume

The increase in the volume of co-op sales on an Ontario-wide basis (from year to year) is noteworthy. In 1957 total sales were \$172,314,000. In 1958—\$238,894,000 and 1959—\$283,333,000.

"MY MOST SUCCESSFUL SALE"

Continued from page 7

"I don't have an appointment with you" Mrs. English asserted. "Are you sure it wasn't my son? He has been thinking of selling his house."

Apparently I had dialed the wrong number. The good fairy had directed my finger. My Mrs. English and the one I got on the phone were two distinctly different people.

I asked Mrs. English for her son's phone number and having received it phoned and found out that he was indeed thinking of selling. I made an appointment for 10.30 the next morning, saw his house, received an exclusive listing, stuck up a sign on their lawn and headed back for my office. By the time I got back there were three phone calls waiting that had come from the sign.

I made an appointment for one of these callers for seven that night, showed the customer the house, and got an offer exactly the amount, including the downpayment, that the vendor required.

The vendor after signing the offer turned to me and said "We are wondering just how you happened to phone my mother while she was visiting a friend in the West-end?"

It was difficult to explain the circumstances that had placed me in contact with his mother. It was one of life's enigmas and a lucky one at that.

Miss Pauline Smith
H. R. Lenhardt, Realtor
Toronto

HALIFAX TO GET \$9 MILLION CENTRE



Two big guns in international real estate activities are moving East and West in Canada.

In August, Tancoos Yarmon Ltd., announced the acquisition of some \$5 million in properties in Vancouver, Edmonton and Calgary. This brings the value of Tancoos Yarmon holdings in Alberta and B.C. to \$70 millions out of the \$160 millions held by the firm in Canada.

Webb & Knapp (Canada) Ltd. recently injected \$9 millions into Halifax's economy by announcing a new regional shopping centre for that city. T. Eaton Company will be a tenant in the new project and will require some 153,000 sq. feet on three levels. This will then become the largest departmental store in the Maritime provinces.

Site preparation will begin in 1961 with project to be completed in 1963.

In a joint statement issued by Webb & Knapp (Canada) Ltd. and T. Eaton Company Ltd., both principals said, "This is an expression of confidence in the Metropolis of the Maritimes. We firmly believe that Halifax will continue to enjoy orderly economic growth."

New Type Discount Stores Seek Shopping Plaza Trade

From the old-style general store — to department store — to the specialty house — to chain stores — to discount houses — the 20th-century has thus created another phenomena soon to be felt in Canadian merchandising.

The latest development, which many shopping centre developers may have to consider as tenants, is the discount house. If a certain American, now in Ontario studying the potential market has his way, the so-called discount house will be lifted from its shoddy package and given new glamour.

Prior to this latest entry into Canadian merchandising, Canadian discount houses were usually shoddy stores operating on the assumed principle of purchasing distress merchandise from manufacturers or jobbers who had found themselves with bulging inventories. In many instances, purchases were made in job lots which by-passed the middle-man's profits.

The new system finds several merchants leasing stalls under one roof, with individual rental based on volume of sales.

The merchant will pay a share of pooled advertising, maintenance and cost of a central check-out counter.

Proponents of the system claim that all participating merchants will decrease their overhead by: central buying, smaller staff, better advertising at less cost, less heat and lighting costs and less maintenance.

APPRAISAL — from page 11

In dealing with commercial land, similar procedures are carried out. Inspection of the site, block and area, to learn the locational factors which will have an effect on the land value. The gathering and analysis of all recent sales and asking prices of vacant commercial land, and improved commercial sites, and the analysis and development of commercial land rentals, are the next steps to be carried out. Sales/Assessment Ratio studies are made of the various commercial uses of land, that is, retail properties, warehouses, apartment blocks, etc. This information again provides signposts indicating the direction in which we should go.

To assist the Assessor to do as efficient a job as possible, the Department asks for and receives reports on rentals and leases for all business premises in the City. In addition, expense and revenue statements are asked for and received on some classes of commercial properties, such as Apartment blocks, Office buildings, etc. Just in case any of you think you have just discovered a bonanza to assist you in your appraisal reports, this information is held in the strictest confidence. I am afraid you will have to continue to do your own digging.

However, with this wealth of information at his hand, the Assessor will produce estimates of land values by the *Land Residual* process — this time capitalizing the net income attributable to land.

Again as with residential land, trends are learned, indications of value spotted, and by means of comparison, estimated site values established.

It is not sufficient that the assessor determine a land value and a building value independently of each other. He must concern himself with value of the parcel as a whole. As you know it would be all too easy to put together a building value obtained by the cost approach, and a land value reached by some other means, then arrive at a result that would be far from equitable. The assessor must now check and satisfy himself that his value for the whole parcel is both reasonable and equitable. He will do this by what we call a *Performance Study*. This is simply a procedure which will determine whether the net income produced by the property will support the value arrived at by him. Will the property perform by providing the owner a reasonable return based on the department's value. You will note here that it is the assessor's estimate of value which is being tested, not the owner's value, purchase price or any other. If the assessor's value of the property stands the performance test then there is no problem. However, if such is not the case, then the assessor must re-examine his appraisal to see that, if the development is a reasonably proper one, all factors have been properly considered. It is possible that some adjustment must be made to either the land or building values.

In the assessment of industrial lands, similar inspections of the site and area are carried out. All pertinent data gathered, and analyzed in the same manner as I have described to you, and as you would proceed to do in making such an appraisal.

For reasons of brevity you will appreciate that this subject can only be given a "once over lightly". I think however, that you will see that the assessor approaches his problems in much the same way as you do. His appraisals are for a particular purpose, subject to specific legislation and mass appraisal techniques, but the fundamental principles inherent in the appraisal process, are as much his guides in the appraisal of land and/or buildings for assessment purposes, as they are in your appraisals for any other purpose.

TIPS FROM THE LIP

CEDAR RAPIDS, IOWA—The magazine BUILDINGS, claims that some buildings are so poorly designed for maintenance purposes that the total costs spread over a ten-year period, often run more than the original cost of construction. They suggest that specification writers and architects pay more attention to labour saving devices:

PLUMBING—fixtures should be installed with inspection wall plates so that common areas of breakdown can be exposed without tearing into walls.

WINDOWS—now that air-conditioning is almost universally accepted, why not suspend windows with a centre-swivel opened only by a special key carried by the janitor or window washing crew. Window when rotated will present both sides for easy inside washing.

FLOOR WASHING—this chore can be done much quicker and easier in washrooms, if urinals and toilets were affixed to walls rather than the floor. This facilitates faster mopping. Even more so if the toilet partitions were also suspended from the ceiling, with no supports running to floor.

FLOORING—Eight property management experts from New York City jointly concluded that carpeting is now cheaper and much better than most types of floor covering. With the longer-wearing fabrics now available, more efficient sound-proofing, easier cleaning and increased prestige offer attractive possibilities.

CEILINGS—Infinite access, acoustic ceiling panels installed so that one tile at a time can be easily removed will permit instant inspection of all inter-ceiling mechanical systems.

PARTITIONS—Most property managers are finding that the mobility of non-permanent partitions offer several distinct advantages. There are few new tenants with pre-conceived floor arrangements, who find that their theoretical floor plan functions efficiently. Most firms, after a week or so of tenancy, find that rearrangement is necessary i.e., relocation of their office equipment, re-division of one office into two, increasing the size of their mailing room etc. With mobile partitioning, this readjustment can be accomplished in short order. This also permits succeeding tenants to follow the same simple procedures.

* * *

—Fausett & Company, down in Little Rock, Arkansas, has equipped fifty of their salesmen's cars with a new two-way radio system. The system proved a success before the service was completely installed. One salesman had no luck showing a couple several homes and was on his way back to the office when he decided to contact another salesman over his two-way radio. As luck would have it, the other chap had just received a listing and was on his way back to the office to register it. Getting the particulars over the system, the first salesman discussed the listing with his clients who asked to examine it. The couple bought it for \$35,000 cash.

* * *

Many salesmen are prone to let familiar terms roll off their lips failing to realize that the recipient sometimes does not understand their meaning.

The next time you sit with a customer, be he a vendor or purchaser, it may help if you explain the meaning of certain terms:

EQUITY: the interest or value which an owner has in his property over and above any indebtedness against it.

AMORTIZATION: The process of extinguishing a debt by equalizing the payments over a specific period of time.

ESCROW: a deed or other instrument delivered to a disinterested third person to be held by him until the fulfillment or performance of some act or condition.

LIEN: written agreement of claim or hold upon the property as security for some debt or charge—house repairs etc.

DEED: a formal written instrument by which title to real property is conveyed from one person to another. It is also called a conveyance.

DEDICATION: a gift of land usually given by a developer to a municipality for roads, parks etc.

APPURTENANCES: all rights that go with property although not necessarily within limits of the deed, T.V. aerials, heating additions etc.

There are many other terms that can be explained to your customer so that he might keep abreast of you during a technical conversation.

* * *

Builders' Bulletin No. 114 dated July 18, 1960, announced changes in Central Mortgage and Housing Corporation direct lending policy for builders and homeowners, and stipulated among other things that advances on loans to builders will not be made until title has been transferred to the purchaser.

An exception to this procedure will be made in cases where the declared cost of the land exceeds the down payment and thus, the builder may be unwilling to transfer title until compensated for land cost. In these cases arrangements can be made with the local office of Central Mortgage and Housing Corporation to obtain the first advance cheque so that the transfer of land may be effected at the same time as the release of the first advance.

It is a further stipulation that applications for builders' loans will only be accepted from bona fide house building companies or individual house builders who built houses before June 1, 1960.

AN APOLOGY

The Canadian Realtor wishes to correct an error which appeared on page 13 of our September edition. The credit line should have read: "Peter B. Sayko, F.R.I." and not "Peter B. Cayko".

When we noticed this error we wrote Mr. Sayko a note of apology and received in return, a kind acceptance that included an excuse for us. He said "That is why pencils have erasers . . . because mistakes do occur."

In New York, a paternity suit was instituted against a man by his stenographer. The judge listened to both sides then, reaching into his pocket he fished out a cigar, handed it to the defendant and cried "Congratulations . . . you've just become a father!"

Two men started a conversation at the bar one late evening. One said to the other, "What does your wife say to you when you stay out late?"

The other fellow said that he wasn't married, whereupon his companion with a puzzled look, said "Well then, why do you stay out so late?"

EDITORIAL—Continued from page 3

Actually one cannot lay the blame to any specific source. The quality of our housing units can be attributed to more factors than lack of imagination on the part of our builders. Here are a few:

- The acute shortage of architects and house designers forced builders to work from a few fundamental designs available in each price range.
- Town and community planning appears to be a post-war profession. Sensible zoning and planning was too late in arriving.
- Confusion in zoning and other municipal by-laws left a welter of perplexity. This didn't allow too good an atmosphere for creative building. Nor can the municipality be blamed for this. Lack of trained staff to regulate and control building left much to be desired.
- Shortage of diversified building materials which would allow a contractor to pick and choose the best and the cheapest quality-wise. (A primary problem in the late forties.)
- Lack of ready knowledge in the field of communications —correlated so that a busy builder could learn more of his trade.

In the past five years there has been a marked increase in editorial material that would aid the builder. However, and we might add unfortunately, savings effected by using the newer techniques have been absorbed by rising land, labour and material costs.

- Builders cannot be blamed for the complete physical aspect of each unit. There are sometimes as many as four different building inspectors, constantly supervising work to see that it maintains minimum standards: (1) C.M.H.C. inspectors. (2) Municipal or township inspectors. (3) Inspections carried out by personnel from mortgage companies. (4) In the case of custom building, the architect or designer's representative.
- Costs of land has risen well beyond the limits allowed for securing a decent profit from the completed sale. Ten years ago, cost of serviced building sites averaged about 25% of completed sale price.

Since than land costs have risen beyond 30% and in some demand areas, up to 40%. A \$15,000 home built on these premium lots would fraction out at \$6,000 or more for the lot and \$9,000 or less for the building. The builder must secure his profits from the latter.

- Choice of labour was extremely limited during the late forties and early fifties. If the builder was successful in gathering a well-trained crew he was lucky, for it enabled him to cut costs.

The builder can no longer let his esthetic senses influence his actions. He is being forced, by the times, to build as cheaply as he can.

We are sure, however, that most builders have enough pride in their work to see that the best treatment is given to each of their units. If conditions would allow certain freedoms . . . if the builder was not so thoroughly enmeshed in the squeeze — more individualism and better design would be incorporated. Of this we are certain.

Now that the residential building boom has ground to a temporary idle, builders will have more time to be selective in search for labour, design, and materials. This will satisfy the critics and at the same time give us better housing.

Having talked with several builders and having attended one or two of their conventions and observed the obvious concern each had to keep quality and individualism to the forefront, we can rest assured that the majority of builders will continue to seek better methods for building better homes. This in turn will help strengthen our livelihood.

REVALUATE YOUR LETTERHEAD

Would you send a poorly dressed salesman to call on customers or prospects? Certainly not! Yet that's exactly what happens when you send out a letterhead that isn't up to par. Why? Because every time your letterhead is put in the mail, a call is made by a representative of your firm.

Here is what a well-known designer and producer of letterheads has to say:

Checklist For Testing Letterhead Efficiency

Psychological impression

At first glance, is the over-all effect pleasing to the reader?

Your letterhead should have that indefinable "something" that instantly commands respect and admiration. It should have the kind of look and feel that create an agreeable impression on the minds of all who see it.

Essential information

Does your letterhead contain all the basic information the reader needs?

If the company name is not descriptive of the company's business, add a line that is. The firm's address should be clearly and completely stated, viz: Province, city, zone, street and number. Telephone number should be included and all elements properly placed.

Appropriateness of design

Is the letterhead design consistent with the character of the firm?

An old established firm, wishing to reflect stability and substance might find a conservative design best. On the other hand, a firm wishing to indicate progressiveness can do so by use of a modern design.

Suitability for intended use

Is the letterhead right for the message and the audience?
The use for the letterhead has a considerable bearing on the final form it should take. For example, a letterhead intended for general use might differ radically from one for executive correspondence.

Proper balance

Are the various elements arranged in harmonious sequence?

The design should follow a pleasing, symmetrical pattern and have a definite focal point. There should be smooth continuity of essential copy. All superfluous copy should be eliminated.

Choice of lettering

Is the lettering appropriate for the firm and the industry?

The choice of lettering should be in keeping with the type of firm and industry. For example, light, open lettering might be appropriate on the letterhead of a residential broker; bold, massive lettering for the industrial real estate.

Reading ease

Are all the important elements easy to read at a glance?
Such elements as company name, descriptive line indicating the type of business, address, pertinent sales slogans, etc., should be grouped together to give a quick visual impression.

Sales appeal

Does the over-all design and effect of the letterhead attract attention, arouse interest and make a favorable impression?

The company slogan, policy or emblem can be promoted on the letterhead. The appearance of the letterhead should help build confidence.

PERSON TO PERSON

non-exuviae

. . . seems strange to think that common, ordinary earth, specially situated, is worth its weight in gold, but such is the paradox. Man's attempt to crowd into the central core of a municipality force prices to rise to fantastic levels. In Central Manhattan, in New York City, a parcel of land sold, in 1957, for \$425 per square foot! — hardly more area than that covered by this magazine . . .

tangential influence

. . . with news seeping back that Canada's labour market is saturated at present, many immigrant Italians who form the bulk of the cement, brick and plastering trades — are diverting their attention to France, England and West Germany. These countries are begging for men of that calibre. England as an example, has the lowest unemployment rolls in its peacetime history . . .

trade 'em

. . . if you can't secure cash — trade your home — seems to be the up and coming vogue. Fellow up in northern Ontario swapped a 1954 car, boat and trailer as downpayment on a bungalow. Down in Louisiana a fellow accepted a truck load of potatoes and a half interest in a 1960 crop of tomatoes for a home "in the city" . . .



THIRTEEN WERE SUCCESSFUL in the real estate course sponsored by the Halifax-Dartmouth Board and conducted by C. F. Whynacht, F.R.I. Reading from left to right: E. Rix, A. Rhyno, R. Boutilier, Margaret Dakin, M. Dolphin, Shirley Demone, D. Wentzell, G. Eagle and R. Blackler. Not shown were Phyllis MacGregor, Alstair Smith and John Trapnell.

largest deal

. . . Conrad Hilton the world's leading hotel owner paid the highest price ever recorded in real estate history for ownership of the Statler Hotel chain which boosted his holdings to 27 hotels scattered the face of this earth. He paid the Statler Company \$111,700,000 for their interests . . .

"out west

. . . where men are men . . ." Don Reid, an Edmonton broker claims he has an 85-year old bachelor-client aiming to buy a house because he is going to marry a 20-year old girl. The older insists that the house ". . . be near a school and kindergarten playground" . . .

peace on earth

. . . MacKenzie King once said that a person could find a million reasons for objecting to anything; the strength of which was limited only to his imagination. Earlier this year, (quotes the Toronto Globe & Mail) Kinderlaw Industries proposed a \$3 million shopping centre to be built on Highway 10 in Toronto Township, hard by Metropolitan Toronto. Township Planning Director Max Bacon objected. Reason He claimed that people in the high class residential areas abutting would be disturbed, especially at Christmas, when the shopping centre would no doubt broadcast carol singing . . .

ANSWERS TO QUESTIONS

Continued from page 19

1. DEMI-SEMIQUAVER: (c) the half of a semi-quaver or one-fourth of a quaver.
2. DERMATOGEN: (a) a layer at the tip of a root from which the epidermis is produced.
3. DISJUNCT: (b) the act of separating. If two or more of your kids are fighting you say, "Stop scrapping this instance of father'll disjunct."
4. STEROMETRY: (a) the art of measuring solid bodies. What men practice while watching pretty girls go by.
5. SUBAXILLARY: (a) armpit. This locality creates a great deal of concern amongst many deodorant people.
6. PHORMINX: (a) an ancient Grecian lyre.
7. PUZZOLANA: (a) same as puzzolite.
8. SCORODITE: (b) a garlic smelling substance (not garlic).
9. STODGE: (c) the act of eating.
10. TRANSGANGETIC: (a) somebody that thought the grass was greener on the other side of the Ganges.
11. UNCTUOUS: (c) a greasy feeling. Viz — "You unctuous idiot . . . you're using the wrong kind of hair oil."
12. PROCELEUSMATIC: (b) animating. If you got this one, take 100% and head for the hills.

SCORE: at least one right, there's a chance you'll make it. From 3 to 7 right, you weren't educated in Canada. 8 to 10, take five points off for cheating. 10 or over, head for the hills with number 12.



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